



60% INCREASE IN CALLS AND INCREASED CUSTOMER SATISFACTION

AT A GLANCE

The Company

Datrix, London, UK uses best-of-breed technology to help organizations manage and improve their IT investment and business operations.

Before

- » Limited integration across systems such as Outlook and mobile devices
- » Inefficient system for tracking and monitoring contracted hours
- » Producing reports was time consuming

After

- » Integration with MS Exchange resulting in a 'live' view of engineers' activity
- » 'Block hour' facility to run reports on customers' pre-paid hours
- » Increased automation in producing detailed customer reports

Results

- » 60% increase in calls logged
- » Reports take one day to produce instead of five
- » Increased customer satisfaction through improved information

Established in 1994, Datrix provides end-to-end business solutions and consulting services to both the private and public sectors in the UK. They employ some of the most experienced, recognized and technical experts in the industry to provide a range of services spanning networking and security, cloud services, unified communications, business continuity and managed services.

With over 80% of their business generated through existing clients, it's vital that they continuously improve service delivery and demonstrate ongoing value to their clients.

CHALLENGE

In 2009, Datrix operated a simple help desk service with a single staff member using an email and phone system to log customer requirements. They were looking to employ more people on the help desk and it was clear their existing call logging system would be too limited.

In addition, their employees had begun using iPhones(r) and Windows-based mobile devices from BlackBerry(r) and there was no integration with their previous help-desk application.

Desiré Cilliers, Service Manager at Datrix, highlights another issue: "Our manual reporting process was time consuming, particularly for tracking 'pre-paid' hours for customers."

"We're now logging 60% more calls. As well as increasing our revenue, and we are providing more detailed reports for our customers which shows just how much work we are doing for them."

Desiré Cilliers,
Service Manager, Datrix



“Autotask is the cornerstone of our business and we use almost every aspect of it to help us improve our efficiency, retention of customers, cost structure and productivity”.

SOLUTION

“All of the history for a client call is logged in a single place and can be accessed by any of our support staff.”

Datrix found that Autotask offered a solution which not only met their initial requirements but offered enhanced functionality and additional benefits for the future. As a growing business, it was also important that the solution they chose gave them the ability to scale as their business developed.

Cilliers highlighted five immediate benefits from implementing Autotask to enhance Datrix' service operations:

RESULTS

Since implementing Autotask, Datrix has noticed an improvement in their business – and so have their clients. For Datrix, the improved reporting functionality not only saves time and money, it also means better decision making. Desiré explains, “We can see which contracts are profitable and which are not, as well as which areas need more support. We can even see where we need to provide extra training or additional resources for our engineers.”

Datrix' customers now have a clearer picture of the value they are getting from Datrix and a more detailed understanding of their IT consumption, for example, whether they have hardware or software issues and which areas are using up more hours.

The feedback from customers has been positive. Using Autotask's customer survey facility, Datrix is getting continuously high feedback. “Communication has definitely improved. We can now keep our customers in the loop and they are notified of everything that we are doing for them.”

Desiré is continuing to explore other areas where Autotask can help. “We couldn't have achieved the same growth rate without Autotask. Our next step is to automate even more as our business continues to evolve”.

Autotask feature	What it does	How it benefits Datrix
1. Call logging facility	Ability to track call history, manage work flow processes, share information and automate the system	Easier and quicker access to information about clients and individual requirements
2. Integration with MS Exchange	Automatically syncs with Outlook calendar to produce a live electronic work schedule	Everyone knows when and where they need to be and what they need to be doing
3. Contract Module	Facility to monitor large number of maintenance contracts including pre-paid hours	Easy to see if something is covered by a contract, along with how many pre-paid hours have been used
4. Reporting Module	Enables automated reports to be produced which are tailored to requirements	Less time taken to produce reports – one day instead of five; more professional looking reports; more accurate information
5. Email to database	Automatically links email correspondence to individual client accounts	Improved tracking and an increase in ticketing; better reporting for customers



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